

FILED

June 25, 1985

NEW JERSEY STATE BOARD
OF MEDICAL EXAMINERS

STATE OF NEW JERSEY
DEPARTMENT OF LAW & PUBLIC SAFETY
DIVISION OF CONSUMER AFFAIRS
BOARD OF MEDICAL EXAMINERS

IN THE MATTER OF THE	:	
ADVERTISING PRACTICES OF	:	
	:	Administrative Action
DIANE SANTORO, D.C. and	:	
	:	CONSENT ORDER
* ALFRED SANTORO, D.C.	:	
	:	

This matter has come before the New Jersey State Board of Medical Examiners upon its receipt of a letter advertisement which respondent had disseminated to attorneys in the geographical area of their practice. After reviewing that advertisement, entitled, "Settlement and Trial of Personal Injury Cases," (attached hereto and made part hereof), and taking testimony from Drs. Diane and Alfred Santoro at an investigative inquiry, the Board of Medical Examiners has expressed the following concerns as to potential violation of its advertising rule, N.J.A.C.13:35-6.10, to wit: implications that the services rendered by the Santoro's are superior to the services of orthopedic surgeons, misleading statements that the Santoro's are "certified" in a specialty area, suggestions of possible reciprocal referrals between the Santoro's and attorneys responding to their letter, and possible in-person solicitation through the use of an agent, the attorney.

While the Board has made no findings regarding the advertisement, and in view of the fact that the Drs. Santoro have indicated that they have ceased using this advertising format or its substantial

equivalent, and the parties having agreed to the within settlement without the necessity of further formal proceedings; and for other good cause shown;

IT IS, THEREFORE, ON THIS 22nd DAY OF June,
1985

ORDERED:

1. Respondents Dr. Diane Santoro and Dr. Alfred Santoro are hereby reprimanded for having disseminated the attached advertisement.

2. Respondents shall cease and desist the use of such advertising format referred to herein and attached hereto, or its substantial equivalent and are admonished against similar advertising in the future.

3. Respondents shall pay a civil penalty in the sum of Five Hundred (\$500) Dollars to the State Board of Medical Examiners within thirty (30) days of the entry of this Order.

NEW JERSEY STATE BOARD OF MEDICAL
EXAMINERS

Edward W. Luka m
By: EDWARD W. LUKA, M.D.
PRESIDENT

I consent to the form and entry
of the above Order:

Diane Santoro, D.C.
Diane Santoro, D.C.

Alfred Santoro, D.C.
Alfred Santoro, D.C.

Edward Harker
Edward Harker, Esq.